

EXHIBIT 26

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Facebook Ads » CPM (Cost Per Thousand Impressions)

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CPM (Cost Per Thousand Impressions)

CPM stands for Cost Per Thousand Impressions. If your ads are bid on a CPM basis, you will be charged when users view your ads, regardless of whether or not they click on them.

As a CPM advertiser you are indicating that it is more important to you where your ad shows up and what your ad looks like.

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